

## Questions and answers about publication products

### *1. I am interested in developing a publication product. What should I do?*

Contact the WSO or FO public affairs specialist to determine what type of publication product is the best way to communicate your intended message to your target audience.

### *2. Am I required to consult public affairs?*

Yes. All publication products must receive approval from the WSO public affairs office (with input from the FO public affairs specialist on field products). This ensures that all publications advance the BLM's mission and Director's priorities. The mechanism for obtaining this approval is BLM Form 1550-8.

### *3. What will happen if I do not obtain public affairs approval?*

The WSO public affairs office could lose their delegated authority to approve publications. This could be a problem because all publications would need approval at the national level instead of at the state level. Additionally, the Department might pull funding for that publication from a program budget.

### *4. After the concept is approved, then what?*

State/local: If this is state-specific or local, the next step is for you and the public affairs specialist to begin development of the publication. The public affairs specialist will coordinate with the visual information team to move your project to completion.

National: If you are proposing a product that is national in scope, you must consult with the WSO or FO public affairs specialist who will seek the required Washington public affairs approval.

### *5. How do I find out how much time and money to budget for a publication product?*

Contact the WSO public affairs specialist who will coordinate with the appropriate program area to determine the costs and time estimates. Public affairs will work with the WSO printing specialist for printed products, WSO webmaster for external web postings, WSO procurement for promotional/educational items, WSO supervisory cartographer for maps, and the State sign coordinator for signs.

### *6. For purposes of review and approval, what is considered a BLM publication product?*

Publication products are defined as: books, brochures, pamphlets, leaflets, flyers, fact sheets, posters, informational items, promotional items, educational items, exhibits, kiosks, displays, signs, maps, CD-ROMs, DVDs, audio-visual productions, advertisements, public service announcements, artwork, graphics, internet text and web

pages, etc. intended for distribution to the general public, cooperators, other agencies and departments. If in doubt, just contact your public affairs specialist.

*7. Do I need approval to post a web publication?*

Yes. External web pages require approval from the WSO public affairs office. Please check for any local office requirements for web page development as well.

*8. Do I need to work with public affairs on publications with BLM partners?*

Yes. Any product that carries the BLM name/logo (which implies endorsement) or incurs the expenditure of BLM funds or workmonth (time) must receive WSO public affairs approval for state-specific products or WO public affairs approval for national products. You must use BLM Form 1550-8 for approval of all products, including those with BLM partners.

*9. Do I need to seek approval for any internal publications?*

Yes. The approval process (using BLM Form 1550-8) applies to those internal publications that are used for **more than one** event, meeting, or presentation, and that use more than one color.

*10. How can I determine the best format (hard copy, electronic, CD) for my publication product?*

Consult the WSO or FO public affairs specialist who can advise you on the best format. As needed, they will obtain assistance from the WSO printing specialist, cartographer, webmaster, or sign coordinator to help you.

*11. How long does it take to develop a printed product from conception to publication?*

It depends on the scope and complexity of the publication. Keep in mind that there are no short cuts in producing a quality publication. Just as much development time should go into a single color publication as goes into a multicolor one. The WSO printing specialist has printing contracts already in place to help you with your needs. The printing process selected will determine the turnaround time. A simple one color publication with the same color graphics or photos may be printed in a few weeks while a publication that has multiple colors would take four to six weeks. Early planning is the key because these time frames do not take into consideration time to develop maps and artwork, or time to take photographs or develop text.

*12. Can I create and use my own logo?*

No. Logos must first be approved by the Department's Office of Communications, which addresses issues associated with the BLM's image and the organizational hierarchy. Any

requests to the DOI for a logo must be coordinated through the WSO and WO public affairs office.

*13. Does BLM maintain map standards and guidelines?*

Yes. Please review the information on the BLM National Science and Technology Center mapping standards web site. These guidelines present color and symbology standards and paper recommendations that help ensure a uniform look so that our maps are readily recognized as BLM products. Additional guidance is also available from the WSO supervisory cartographer.

*14. Is there a standard format for BLM brochures?*

The BLM Director has endorsed a common look for the agency's printed products. Wherever possible, the common look will be used for Wyoming publications. There is also a publications standards manual that describes the appropriate use and placement of logos, etc. Contact your public affairs specialist for more information.

*15. Can I lay out and design my own publication product?*

No. Coordinate with your WSO or FO public affairs specialist. They will arrange for layout and design services in the WSO. With the advent of publications software on many computers, there will be an interest in laying out a publication yourself. However, it is imperative that this be done in the WSO where the experience with numerous methods of publication will save the government time and money.

*16. Who pays for producing the publication product?*

The office or subactivity requesting the publication product pays for getting it produced. The WSO or FO public affairs specialists do not have funding for this so you must obtain funding as part of your planning process.

*17. Can I use my Government charge card to pay for printing/duplicating from a vendor?*

No. This guidance has been part of the purchase card program since its introduction several years ago. It is also a part of every purchase card training class and handout.

*18. Am I authorized to procure printing?*

No, under no circumstances should you contact a private printer. All printing must be placed by the WSO printing specialist to ensure conformance with DOI policy.

*19. What if I have other questions that have not been addressed here?*

Contact the WSO or FO public affairs specialist for more information.